



## **For Immediate Release**

### **Data Protection Management System for Data Protection Officers launched by Straits Interactive**

Simple and innovative 'self-management' system assists SMEs in PDPA readiness and management of information security

**Singapore, 07 May 2014** – Straits Interactive, a leading specialist in personal data protection and DNC solutions today unveiled a comprehensive automated Data Protection Management System (DPMS) to assist companies in managing their compliance efforts with the Personal Data Protection Act (PDPA) which goes into enforcement in July 2014.

This is part of an innovative suite of PDPA software that the company has developed whose client base usage counts local and multi-national companies in business to consumer business especially in Real Estate, Lifestyle and Financial Services.

The introduction of the DPMS online service follows the successful January 2014 launch of its SpiderGate DNC management solution. The DNC management solution, which already has 5000 paying customers, allows companies to automatically check the DNC registry through mobile phones and fixed lines.

#### **Getting to compliance quickly and systematically for SMEs**

SMEs in particular will find the DPMS useful as many do not have specialised in-house Data Protection Officers (DPO). They have been looking for affordable and productivity-related solutions to help them manage the process of compliance with Singapore's new data protection laws.

The system provides organisations with a step-by-step approach in:

- Assessing and taking inventory of their personal data information assets
- Performing an information security and PDPA readiness self-audit
- Monitoring gaps and managing actions through an ongoing compliance dashboard
- Sustaining these efforts through an incident management and internal communication system for managing PDPA related complaints and training efforts

"Like our SpiderGate Do-Not-Call management solution which improves productivity by drastically reducing checking time against the national DNC registry, we expect our DPMS to do the same, within weeks instead of months, for organisations preparing themselves to be PDPA compliant", said Kevin Shepherdson, Chief Executive Officer of Straits Interactive. "This system encapsulates the best practices of our PDPA consultancy with our large client base and also answers the question of 'How do I get compliant and stay compliant'. With a system like this, it reduces manual overhead and the cost of managing the compliance through an integrated solution."

#### **Accelerated DIY Approach for PDPA Readiness for SMEs**

To help SMEs address the PDPA compliance challenges and to provide a more structured approach for them, Straits Interactive and ASME are putting together a DIY compliance initiative for ASME members to productively do their own self-PDPA audits to identify risks and understand how personal data is being processed within their organisation.

Mentioning challenges that SMEs face, Mr Kurt Wee, President of the ASME, said, "There were two areas in which our members were struggling with – first, it is that they were still unsure of how to start after having been briefed on the impending PDPA.



The second challenge for them is that many do not have the capability or framework to get to compliance even as they struggle to get a Data Protection Officer appointed and many are appointing existing management staff to fulfil that function. These staff however, face challenges in the areas of implementation and knowledge as this is new to them. Last but not least, many SMEs may not have the budget to engage consultants to help in their compliance effort.

The launch of the Data Protection Management System is thus a powerful PDPA 'enabler' for SMEs, making it easier and faster for companies to get to compliance. We are working to have a complete package that combines such tools, hands on training and group coaching to fast track SME compliance as we head into full enforcement in the second half of 2014."

**Enabling a whole new industry and competency in PDPA Compliance**

The development of this system is part of the company's vision to be a comprehensive accelerator of personal data protection compliance and building up industry expertise in data protection through its compliance framework, training and tools. It seeks to partner with different agencies to enable greater data protection competency in the marketplace and accelerate the adoption of PDPA best practices in companies.

With the help of its industry experienced consultants and clients, the company was able to develop a standalone version of its Data Protection Management System and is working with industry bodies such as ASME and other industry associations to enable industry adoption.

Straits Interactive expects to increase efficiency for organisations by 50% - 100% in terms of work flow processes, manpower efficiency and increased value while reducing operating costs of complying with PDPA by as much as 50% because of reduced overheads.

The current version of the service supports both Singapore and Malaysian Data Protection Laws and it can easily be configured to support data protection laws of other countries should the need arise.

DPMS will be demonstrated at Start-up Asia Singapore at the Biopolis, 7-8 May 2014. Details of the event can be found at <http://startupasia.techinasia.com/sg2014/>

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**About Straits Interactive  
Straits Interactive Pte Ltd**

Straits Interactive Pte Ltd specialises in secure integrated solutions and services that address issues related to personal data protection and privacy. With its strong focus on enabling trusted businesses and responsible marketing via their framework of People, Process and Systems (PPS), the company provides end to end compliance services. Its integrated approach helps prepare companies in the roll-out of PDPA/DNC readiness with advisory and legal services, checklists, dashboards, training and solutions.

Its unique offerings include:

- PDPA Consultancy and On-site Audit
- Data Protection Management System
- SpiderGate Do-Not-Call (DNC) management and tracking system developed in conjunction with Hoiio Pte Ltd.
- PDPA Industry Skills and Hands-on Training

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